WHAT IS CLAIMED IS:

1. Ultraviolet ray curable ink comprising a coloring component, a reactive origomer and/or a reactive prepolymer, a reactive diluent and a photoinitiator, wherein a polymer of said reactive origomer and/or reactive prepolymer

and a polymer of said reactive diluent have a glass transition point of 0°

to 70°C, respectively.

2. The ultraviolet ray curable ink of Claim 1, wherein the difference in the glass transition point of said polymer of said reactive origomer and/or reactive prepolymer and said polymer of said reactive diluent is at most 30°C.

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3. An ultraviolet ray curable ink composition comprising a coloring component, a reactive diluent, a photoinitiator and a reactive origomer and/or a reactive prepolymer which has compatibility with said reactive diluent,

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wherein said ink composition has a viscosity of 60 to 800 cps at 25°C.

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4. The ink composition of Claim 3, wherein said reactive origomer and/or reactive prepolymer has a viscosity of 40 to 10000 cps at 60°C.

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5. The ink composition of Claim 3, wherein said reactive origomer and/or reactive prepolymer is contained in an amount of 10 to 80 % by weight.

6. A process for preparing an ink jet printed matter, which comprises the steps of:

heating the ink composition of Claim 3 to 40° to 150°C, applying the heated ink composition to a recording medium and curing the ink composition on the recording medium by irradiating with ultraviolet ray.

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